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Real Estate Classified:

A Study of Prospect Status, Readership & Interest.

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REAL ESTATE CLASSIFIED:

A STUDY OF PROSPECT STATUS, READERSHIP AND INTEREST

This is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers.

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HIGHLIGHTS

- Apart from any immediate need for housing, millions of Americans have a continuing interest in the real estate market. In this national survey, 41% say that they try to keep up with real estate trends. Interest runs highest among adults between 25 and 45 years old, people with college backgrounds and those with household incomes of $35,000 or more. (Table 1)

- Among those who like to keep up with trends, the main source for information about real estate is classified advertising in the daily and Sunday newspaper. More than six out of ten (63%) volunteer the information that they depend on the daily and Sunday papers, and especially on classified advertising, for information on the price of housing and other developments in the real estate market. (Table 2)

- More than two thirds of all Americans own their homes. Ownership falls to the 50% level or below only among single adults, people under age 30, and those with household incomes under $15,000. Eight out of ten adults who are 35 or older are homeowners, but more than half of those under 25 are renters. (Table 3)

- This national survey indicates that at any given time, only 4% of all adults are actively looking for a house to buy. Another 6% are active prospects for rentals. About 16% are not actively looking, but would consider moving if a good opportunity came along. Interest in buying a house peaks between the ages of 25 and 44, but less than 10% of this group of prime prospects is actively in the market at any given time. (Table 4)

- On an average weekday or Sunday, about one out of five newspaper readers (19%), read real estate classified advertising. Most of these readers look at two or more categories of real estate classified. The most widely read are "Homes for Sale" (14%) and "Rentals" (9%), but more specialized headings like "Co-ops, Condos" (6%), "Farms, Acreage" (6%) and "Luxury Homes and Apartments" (4%) also attract readers. (Table 5)

- Readership of real estate classified is not always tied to any need for a primary residence--3% of yesterday's newspaper readers checked advertising for "Stores and Offices", and 5% read advertising for "Vacation Homes". (Table 5)

- Browsing in the real estate classified pages can trigger action among secondary prospects and even among those who profess "no interest" in moving. In fact, people who don't describe themselves as actively looking for a house or apartment nevertheless read the real estate classified and can become interested in the advertising and decide to follow it up. (Table 6)

- The combined effects of ongoing interest in real estate and rapidly shifting prospect status make real estate classified a massive and dynamic marketplace. Estimates based on this reasearch indicate that in a single week more than 28 million Americans read the real estate classified pages. More than ten million become personally interested in one or more of the ads they read, and about four and a half million decide to follow up one or more ads. (Table 6)

- Apart from their interest in real estate, about seven out of ten adults express highly positive feelings toward classified advertising in the daily and Sunday newspaper. Using a five-point rating scale, 66% give classified advertising favorable marks for being helpful; 67%, for making it easy to find what you want: and 70%, for being a good place to advertise. 65% agree that classified advertising is "a good way to look for a house or apartment." (Table 7)

Table 1

General Interest in Information on Real Estate
(by demographics)

	Unweighted Base: = 100%	Percent Who "Try to Keep Up"
Total adults	1,174	41%
By sex:		
Men	504	43%
Women	670	38
By age:		
18-24 years	141	31%
25-29 years	137	50
30-34 years	146	53
35-44 years	215	48
45-54 years	154	45
55-64 years	157	32
65 years or older	215	32
By education:		
College graduate	199	53%
1-3 years college	241	50
High school graduate	420	41
Some high school or less	298	26
By household income:		
$35,000 and over	219	54%
$25,000 - $34,999	159	45
$15,000 - $24,999	233	47
Under $15,000	401	28
By marital status:		
Single	179	32%
Married	709	45
Separated, divorced, widowed	269	31

Question: Apart from any immediate interest you might have in buying a home, do you generally try to keep up with real estate trends, the asking price for houses in your area, and so forth?

Table 2

Main Source of Information on Real Estate

	Percent Mentioning[a]
Classified ads, daily or Sunday newspaper[b]	63%
Friends, relatives, coworkers	28
Weekly newspaper, classified	7
Magazine	5
Television, TV	3
Radio	1
All other mentions	20
Base: Those who like to "keep up" with real estate market = 100%	(465)

Question: What is your main source of information about what's going on in the real estate market? (IF NEWSPAPER MENTIONED) What part of the newspaper gives you the most information about real estate trends, housing prices, and so forth?

a) Total exceeds 100% because of multiple mentions.

b) Responses to the initial question and the probe indicate that the specific source of information was classified advertising for 56%; the business pages, for 4%; and some other part of the daily or Sunday newspaper, for 3%.

Table 3

Current Home Ownership
(by demographics)

	Own Home[a]	Rent[a]
Total adults	67%[b]	27%
By sex:		
Men	69%	26%
Women	66	29
By age:		
18-24 years	29%	53%
25-29 years	48	46
30-34 years	60	34
35-44 years	79	20
45-54 years	80	19
55-64 years	82	17
65 years or older	79	15
By education:		
College graduate	72%	24%
1-3 years college	68	30
High school graduate	67	28
Some high school or less	63	29
By household income:		
$35,000 and over	85%	11%
$25,000 - $34,999	72	23
$15,000 - $24,999	64	32
Under $15,000	50	44
By marital status:		
Single	35%	46%
Married	77	21
Separated, divorced, widowed	55	39

a) Rows do not total 100% because "other" answers and "no answer" have been excluded (6% of total responses).

b) According to the 1986 Study of Media & Markets by Simmons Market Research Bureau, 69.5% of adults own their residences.

Table 4

Real Estate Prospect Status
(by demographics)

	Active Prospect		Secondary Prospect	All Other
	Buy	Rent		
Total adults	4%	6%	16%	74%
By sex:				
Men	4%	5%	18%	73%
Women	4	6	14	76
By age:				
18-24 years	2%	20%	22%	56%
25-29 years	9	6	22	63
30-34 years	6	7	24	63
35-44 years	7	1	17	75
45-54 years	2	5	19	74
55-64 years	2	1	9	88
65 years or older	1	2	6	91
By education:				
College graduate	4%	6%	20%	70%
1-3 years college	6	5	15	74
High school graduate	4	6	15	75
Some high school or less	3	6	16	75
By household income:				
$35,000 and over	5%	3%	15%	77%
$25,000 - $34,999	5	6	17	72
$15,000 - $24,999	5	6	21	68
Under $15,000	2	8	15	75
By marital status:				
Single	2%	14%	24%	60%
Married	5	4	15	76
Separated, divorced, widowed	2	5	14	79

Base: Total respondents = 100%

(See Appendix Base Table 1 for bases.)

Table 5

Readership of Real Estate Classified Advertising
Among Readers of Yesterday's Newspaper

	Net (Any Real Estate)	Homes for Sale	Rentals
Total adult readers	19%	14%	9%
By sex:			
Men	19%	15%	9%
Women	18	14	10
By age:			
18-24 years	19%	13%	13%
25-29 years	34	23	20
30-34 years	21	17	5
35-44 years	18	17	7
45-54 years	23	14	15
55-64 years	15	10	5
65 years or older	11	11	5
By education:			
College graduate	24%	19%	8%
1-3 years college	25	16	13
High school graduate	17	15	9
Some high school or less	12	8	8
By household income:			
$35,000 and over	23%	17%	13%
$25,000 - $34,999	16	13	5
$15,000 - $24,999	17	14	9
Under $15,000	12	10	5
By marital status:			
Single	21%	11%	16%
Married	21	17	9
Separated, divorced, widowed	8	4	4

Base: Qualified yesterday readers with classification in newspaper = 100%

(See Appendix Base Table 2 for unweighted bases.)

Table 5 (continued)

Readership of Real Estate Classified Advertising
Among Readers of Yesterday's Newspaper

	Co-ops, Condos	Farms, Acreage	Vacation Homes
Total adult readers	6%	6%	5%
By sex:			
Men	6%	8%	6%
Women	5	4	5
By age:			
18-24 years	3%	6%	2%
25-29 years	2	11	-
30-34 years	6	3	4
35-44 years	8	4	8
45-54 years	9	8	9
55-64 years	6	7	5
65 years or older	5	5	4
By education:			
College graduate	9%	7%	6%
1-3 years college	5	6	6
High school graduate	5	5	6
Some high school or less	5	6	3
By household income:			
$35,000 and over	10%	7%	9%
$25,000 - $34,999	3	3	2
$15,000 - $24,999	6	9	4
Under $15,000	2	4	1
By marital status:			
Single	3%	5%	2%
Married	7	7	7
Separated, divorced, widowed	*	2	1

Base: Qualified readers with classification in newspaper read = 100%

(See Appendix Base Table 2 for unweighted bases.)

* Less than 0.5%.

Table 5 (concluded)

Readership of Real Estate Classified Advertising
Among Readers of Yesterday's Newspaper

	Stores, Offices	Luxury Homes, Apts
Total adult readers	3%	4%
By sex:		
Men	5%	5%
Women	2	3
By age:		
18-24 years	1%	3%
25-29 years	6	-
30-34 years	1	3
35-44 years	2	4
45-54 years	7	15
55-64 years	3	3
65 years or older	2	1
By education:		
College graduate	8%	5%
1-3 years college	1	4
High school graduate	3	4
Some high school or less	2	4
By household income:		
$35,000 and over	7%	7%
$25,000 - $34,999	2	-
$15,000 - $24,999	3	4
Under $15,000	1	1
By marital status:		
Single	2%	4%
Married	4	5
Separated, divorced, widowed	-	1

Base: Qualified readers with classification in newspaper = 100%

(See Appendix Base Table 2 for unweighted bases.)

Table 6

Readership, Interest and Follow-up of Real Estate Classified
(Total U.S. adults, by prospect status)

	Total Adults	Active Prospects		Secondary Prospects	All Others
		Buy	Rent		
	(000s)	(000s)	(000s)	(000s)	(000s)
Projected totals	171,205	7,020	9,760	27,390	127,035
Readership:[a]					
Yesterday	19,200	1,670	2,780	4,250	10,500
Past week	9,500	1,280	1,510	2,560	4,150
Total for 7-day week	28,700	2,950	4,290	6,810	14,650
Interest:					
Yesterday	7,140	1,040	1,300	2,130	2,670
Past week	3,460	800	660	920	1,080
Total for 7-day week	10,600	1,840	1,960	3,050	3,750
Follow-up:					
Yesterday	3,320	765	940	1,180	435
Past week	1,305	590	230	170	315
Total for 7-day week	4,625	1,355	1,170	1,350	750

* Source for estimate of total adult population:
Simmons Market Research Bureau, 1986 Study of Media & Markets

Questions: Did you read or look at any of the ads for _____ (homes for sale, rentals, etc.)? Did you see any ads for (TYPE) that you might be interested in? Did you follow up on any of the ads you saw for (TYPE)? (If "NO") Do you intend to follow up on any of the ads you saw for (TYPE)?

a) Note that "yesterday" denotes only qualified yesterday readers. Some of these may also have read on other days during the past week, but they were not questioned about classified advertising readership on other days. In this table "past week" denotes "did not read (a newspaper in the interviewer's kit) yesterday, but read in the past week".

Table 7

General Attitudes Toward Classified Advertising
(by demographics)

	Percent with Positive Attitudes on:	
	Good way to look for House or Apartment	Helpful
Total adults	65%	66%
By sex:		
Men	62%	63%
Women	68	69
By age:		
18-24 years	64%	62%
25-29 years	71	62
30-34 years	67	71
35-44 years	61	66
45-54 years	69	73
55-64 years	68	68
65 years or older	61	64
By education:		
College graduate	65%	60%
1-3 years college	67	73
High school graduate	64	66
Some high school or less	67	68
By household income:		
$35,000 and over	64%	68%
$25,000 - $34,999	70	74
$15,000 - $24,999	70	62
Under $15,000	65	64
By marital status:		
Single	59%	60
Married	66	68
Separated, divorced, widowed	66	64

Question: Using this scale from one to five, with five meaning "extremely good" and one meaning "extremely poor", how would you rate classified advertising in the newspaper on: being a good way to look for a house or apartment? being helpful?

(Figures shown represent combined "4" and "5" ratings.)

Table 7 (continued)

General Attitudes Toward Classified Advertising
(by demographics)

	Percent with Positive Attitudes on:	
	Easy to Find What You Want	A Good Place to Advertise
Total adults	67%	70%
By sex:		
Men	68%	69%
Women	67	71
By age:		
18-24 years	69%	74%
25-29 years	56	72
30-34 years	67	72
35-44 years	74	71
45-54 years	75	72
55-64 years	66	68
65 years or older	64	67
By education:		
College graduate	67%	67%
1-3 years college	72	73
High school graduate	67	70
Some high school or less	67	73
By household income:		
$35,000 and over	75%	70%
$25,000 - $34,999	76	74
$15,000 - $24,999	61	70
Under $15,000	66	70
By marital status:		
Single	59%	68%
Married	70	71
Separated, divorced, widowed	64	68

Question: Using this scale from one to five, with five meaning "extremely good" and one meaning "extremely poor", how would you rate classified advertising in the newspaper on: making it easy to find what you want? being a good place to advertise things you want to sell?

(Figures shown represent combined "4" and "5" ratings.)

APPENDIX

DESCRIPTION OF RESEARCH

This report, one of three on consumer usage of classified advertising in daily and Sunday newspapers, is based on the results of a national, in-home survey of 1,174 adults conducted by Response Analysis of Princeton in the spring of 1986.

Purpose

For each of the three major categories of classified advertising (automotive, employment and real estate) the research had similar goals: to estimate the size of the classified audience on a typical weekday or Sunday and over a seven-day week; to determine the percentage of adults who are likely to be active or secondary prospects at any given time; to relate prospect status to readership of the relevant classified category and intentions to follow up on the advertising; to check the extent of continuing interest in cars, jobs and housing among the adult population; and to investigate general attitudes toward the classified medium.

Method and Sample

The research utilizes personal, in-home interviewing in one hundred primary sampling units (PSUs) across the United States (excluding Alaska and Hawaii). Response Analysis supervised sampling and stipulated the

procedures for selecting households and respondents. (Only one adult was interviewed in each household chosen.) Up to four calls, or three callbacks, were made in order to complete interviews with designated respondents.

In the screening phase of the interview, respondents were asked about their current level of interest in buying a car, finding employment, and buying or renting a house or apartment. Screening also included questions about daily and Sunday newspaper readership over the past seven days.

Respondents who reported reading yesterday's edition[1] of a daily or Sunday newspaper were shown specific classified headings in that edition and asked about their reading, interest and follow-up of ads under each heading.[2] Those who had not read yesterday's newspaper were shown a card listing the most common automotive, employment and real estate classifications and asked which of these they recalled reading the last time they had read a newspaper. The analysis of classified readership was limited to respondents reading a newspaper within the last seven days.

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1) Interviewing was conducted Monday through Saturday. In order to collect information on Sunday section and insert readership, about twice as many respondents were interviewed on Monday as on any other single day.

2) Yesterday's newspaper pages carried in the interviewer's kit included all newspapers with a circulation-to-household ratio of 10% or more in that locality. Respondents who had read one of the newspapers in the interviewer's kit were designated as "qualified" yesterday readers. Respondents who had read a yesterday edition not included in the interviewer's kit were treated as "past week" readers.

Field Experience

Interviews were completed with 1,174 respondents, resulting in a response rate of 65%, as follows:

Total Housing Units Assigned	1,932
Vacant, nonexistent	-135
Eligible units (= 100%)	1,797
Completed interviews	1,174
Not interviewed:	
Refusals	242
Other (Not at home, illness, etc.)	381
Total not interviewed	623

Verification

A systematic sample of approximately 15% of interviews was verified through brief telephone interviews. Verification was undertaken to determine whether the interview was actually completed with the designated respondent and to assure that it covered the appropriate subject matter. The verifications revealed no evidence of questionable work on the part of the interviewers.

Weighting

A two-stage weighting procedure was used. In the first stage each respondent was given a weight inversely proportional to his or her probability of selection and inversely proportional to the response rate in the stratum to which his/her location was assigned. (For this survey a stratum was defined by Census region with first-stage strata: 25 most populous MSAs, other MSAs, and non-MSA counties.)

In the second stage of balancing, sample proportions were weighted to bring them into line with 1984 Current Population Reports projections for race, Hispanic origin, age, sex, and education.

Sponsorship

Newspaper Advertising Bureau, Inc., developed the questionnaires, specified the research design, commissioned the field work and analyzed the data. This report was written by Charles Lehman of NAB's Research Department. Copies of the questionnaires and additional details on sampling and interviewing procedures are available on request.

Appendix Base Table 1

Unweighted Bases for Total Respondents, Yesterday Readers and Past Week Readers, by Demographics

	Total Respondents	Yesterday Readers*	Past Week Readers*
Total adults	1,174	613	281
By sex:			
Men	504	282	119
Women	670	331	162
By age:			
18-24 years	141	59	42
25-29 years	137	62	40
30-34 years	146	69	49
35-44 years	215	117	58
45-54 years	154	90	29
55-64 years	157	90	31
65 years or older	215	123	28
By education:			
College graduate	199	123	59
1-3 years college	241	138	70
High school graduate	420	228	92
Some high school or less	298	121	54
By household income:			
$35,000 and over	219	152	51
$25,000 - $34,999	159	99	39
$15,000 - $24,999	233	125	63
Under $15,000	401	159	89
By marital status:			
Single	179	88	49
Married	709	392	171
Separated, divorced, widowed	269	125	59

* Bases shown for yesterday readers refer only to "qualified" readers who had read a newspaper included in the interviewer's kit. Other yesterday readers were treated as past week readers.

Appendix Base Table 2

Qualified Yesterday Readers with Real Estate Classification in Newspaper

	Net (Any Real Estate)	Homes for Sale	Rentals
Total adult readers	593	592	593
By sex:			
Men	271	270	271
Women	322	322	322
By age:			
18-24 years	55	55	55
25-29 years	60	60	60
30-34 years	66	66	66
35-44 years	115	115	115
45-54 years	85	85	85
55-64 years	87	86	87
65 years or older	122	122	122
By education:			
College graduate	115	115	115
1-3 years college	133	132	133
High school graduate	222	222	222
Some high school or less	121	121	121
By household income:			
$35,000 and over	142	142	142
$25,000 - $34,999	96	95	96
$15,000 - $24,999	122	122	122
Under $15,000	155	155	155
By marital status:			
Single	84	84	84
Married	378	377	378
Separated, divorced, widowed	124	124	124

(All bases shown are unweighted.)

Appendix Base Table 2 (continued)

Qualified Yesterday Readers with Real Estate Classification in Newspaper

	Co-ops, Condominiums	Farms and Acreage	Vacation Homes
Total adult readers	543	577	552
By sex:			
Men	250	267	255
Women	293	310	297
By age:			
18-24 years	52	54	52
25-29 years	59	60	55
30-34 years	63	64	64
35-44 years	103	114	108
45-54 years	75	80	76
55-64 years	78	84	83
65 years or older	111	118	111
By education:			
College graduate	109	110	110
1-3 years college	119	132	123
High school graduate	202	216	206
Some high school or less	111	118	111
By household income:			
$35,000 and over	125	136	132
$25,000 - $34,999	89	95	87
$15,000 - $24,999	114	119	117
Under $15,000	142	150	141
By marital status:			
Single	78	83	80
Married	345	366	354
Separated, divorced, widowed	113	122	111

(All bases shown are unweighted.)

Appendix Base Table 2 (concluded)

Qualified Yesterday Readers with Real Estate Classification in Newspaper

	Stores, Offices	Luxury Homes & Apartments
Total adult readers	584	373
By sex:		
Men	267	167
Women	317	206
By age:		
18-24 years	53	42
25-29 years	60	39
30-34 years	66	41
35-44 years	111	77
45-54 years	85	51
55-64 years	86	52
65 years or older	120	70
By education:		
College graduate	115	77
1-3 years college	132	88
High school graduate	218	134
Some high school or less	117	73
By household income:		
$35,000 and over	141	87
$25,000 - $34,999	96	50
$15,000 - $24,999	118	89
Under $15,000	151	97
By marital status:		
Single	84	57
Married	371	235
Separated, divorced, widowed	122	76

(All bases shown are unweighted.)

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How Readers Feel About ROP Color

1986 National Survey.

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
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1986 NATIONAL SURVEY:

HOW READERS FEEL ABOUT ROP COLOR

This is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers.

December, 1986

Newspaper Advertising Bureau, Inc.

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EXECUTIVE SUMMARY

In a national survey of 1000 adults conducted in August, 1986, by TeleNation, Market Facts, Inc., for the Newspaper Advertising Bureau, respondents were asked:

To rate the printing quality of articles and pictures in the newspaper they read most often

How often they see pictures, charts, or ads in color in that paper

How they rate the color in their usual paper

Whether they want color in ads and/or in other parts of the paper

- Do they want color?

  Three out of four adults (74%) want color in their newspaper.

  The younger they are, the more likely they are to want color--90% of those in the 18-24 age group want color.

  The more color they see, the more they want it. 88% of those who see it almost every time want color.

  Even among those who never see color in their newspapers, 60% would like to.

- Where do they want it?

  Most of those who want color want it in both editorial and advertising.

- How good do they think the color is?

  Two-thirds of those who ever see color in their papers are pleased with the quality of the color.

  Those who see color more frequently are more pleased with the quality of the color.

  Younger adults are more critical of the quality of the color they see.

- Color and overall printing quality

  57% of all readers say that the printing in their paper is "very clear."

  This rises to 65% of readers who see color every time they read the paper. That is, papers that print color all the time do a better job of overall printing quality.

  Younger adults are more critical of the overall printing quality, as well as of the color in their papers.

- How much color are they aware of?

  NAB's 1983 editorial inventory reported that 86% of U.S. daily circulation were using editorial color. But 25% of the respondents in 1986 said they never see color in their newspaper.

  This suggests that some papers may not be using enough color to lead readers to think they have any color at all.

- Conclusion

  The survey provides a clear public preference for color:

  Readers want more color.

  The younger they are, the more they want it.

  The younger they are, the higher their standards.

  The papers that give them more color have higher ratings for reproduction quality and for overall printing clarity.

FINDINGS

Do they want color?

After asking about the overall quality of reproduction in their paper, and about how much color they see and how they rate it, all respondents were asked whether and where they would like color in their newspaper, if they could have one "made up exactly the way they wanted it at no extra cost."

Three out of four adults want color in their newspaper, and the younger they are the more likely they are to want color. The proportions rise from 53% of the oldest segment to 90% of those in the 19-24 age group.

Table 1: Preference for Color, by Age

	Want color[a]	No color	Don't know	Bases
Total	74%	20%	6%	(1000)
18-24	90	9	1	(168)
25-34	79	17	4	(241)
35-44	75	18	7	(177)
45-54	72	19	9	(134)
55-64	66	26	8	(132)
65+	53	36	11	(148)

Question: "Suppose that you could have a daily newspaper made up exactly the way you wanted it at no extra cost. Would you rather have a daily paper with no color at all, or color only in the ads, or color only in the other parts of the paper, or color in both the ads and the other parts of the paper?"

a) The category "want color" comprises those who want color in ads, or editorial, or both. (Since the term "editorial" in its broad sense would not be meaningful to the general public, the question asked about ads vs. "other parts of the paper.")

The more accustomed people are to seeing color in their papers, the more likely they are to want color. Almost nine out of ten (88%) of those who now see color almost every time they read a paper, do want it. But even among those who never see color, 60% would like to have it.

Moreover, the desire for color is widely prevalent, regardless of how good their newspaper color is.

Table 2: Preference for Color, by Present Exposure or Quality

By: How often they now see color	% in each group wanting color	Bases
Almost every time	88%	(104)
Half the time	85%	(202)
Less than half	75%	(415)
Never	60%	(261)
By: How they rate the color they see		
Excellent, good	83%	(480)
So-so, poor, very poor	77%	(243)

Where do they want color?

A strong majority of those who opt for color in their newspaper want it throughout the paper. Among the 74% who want color, 47%--or two thirds--want it in both editorial and advertising.

This preference for color throughout the paper prevails in all age groups under 55. The older people are more likely than younger ones to want color only in ads.

Table 3: Where They Want Color, by Age

	Total adults	By age 18-54	By age 55+
Want color throughout	47%	55%	26%
Only in ads	16	13	22
Only in 'editorial'	11	11	11
Sub-total, want color	74%	79%	59%

The strong preference for color throughout the paper holds, regardless of how much color readers now see in their usual paper and regardless of how good they think that color is. In every group, well over half of those who want color want it in both editorial and ads.

Table 4: Where They Want Color, by Present Exposure or Quality

	Sub-total want color	Want color throughout	Ads only	Edit. only
By: How often they now see color				
Almost every time	88%	63	9	16
Half the time	85%	56	18	11
Less than half	75%	44	19	12
Never	60%	42	12	6
By: How they rate the color they see				
Excellent, good	83%	49	19	15
So-so, poor, very poor	77%	50	16	11

How good do they think the color is?

Two thirds of the readers who ever see color in their paper are satisfied with the quality of the color: 54% say it is "good" and 12% say it is "excellent." This leaves fully one-third (34%) who do not give high marks to the color they see.

Since it is to be assumed that papers that do more color also provide better color quality, it is not surprising that readers who see color more frequently are more satisfied with it. The proportion who say that it is "excellent" rises from 8% of those who see it less than half the time, to 23% of those who see color every time they read their paper.

Table 5: Readers' Rating of Their Newspaper's Color, by How Often They See Color

	Total[a]	See color every time	Half the time	Less than half
Excellent	12%	23%	14%	8%
Good	54	56	62	51
So-so	27	14	21	33
Poor, very poor	7	7	3	8
	100%	100%	100%	100%
Bases	(721)	(104)	(202)	(415)

a) This question was asked only of those who ever see color in their newspaper.

Younger adults are more critical of the quality of the ROP color that they see. Among those who are under 35, two out of five (42%) say the color is only "so-so" or even "poor" or "very poor." The implication is that having grown up with good color in other media, and with greater sophistication about color photography, they are less tolerant of the growing pains visible in ROP color.

Table 6: Color Ratings, by Age

	<35	35+
Excellent	7%	15%
Good	41	48
So-so	34) 42%	21
Poor, very poor	8)	6
	100%	100%
Bases:	(306)	(415)